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Report of Home Demonstration Work, 1934

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REPORT OF HOME DEMONSTRATION WORK, 1934

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DISTRIBUTION: A copy of this circular has been sent to each State extension director; State and assistant State leader, district and county agent in home demonstration and in county agricultural work; home-economics specialist; agricultural-college library and experiment-station library.

Home Demonstration Work Meets the Need

The world's advancement hinges largely on a constantly increasing number of people doing many of the ordinary, everyday duties of life in a better way. Home demonstration work has quietly, through a period of 24 years, affected thousands of rural homes and communities. Perhaps each has been affected differently, by a little better use of food here, a better care of child life there, a touch of beauty and a saving of labor yonder, and cooperative improvement of many communities in all sections of the country.

The cumulative influence of home demonstration activities has been a steady force in building up rural homes and people toward their present stability, which has helped them to withstand the trying economic and social conditions of the past few years. The keen interest and enthusiastic response accorded by farm women throughout the country have made heavy demands upon the Extension Service.

The home demonstration program went forward in the 48 States and in the Territories of Alaska, Hawaii, and Puerto Rico in 1934 and greatly extended its influence, as indicated in the following tabulation, though the increase in extension personnel was very slight:

| | 1934 | 1933 |
|---|-----------|-----------|
| Home demonstration agents reporting (white and negro)..... | 1,460 | 1,333 |
| Agricultural agents reporting home demonstration activities. | 632 | 731 |
| Groups organized for home demonstration work..... | 43,196 | 43,108 |
| Women enrolled in groups..... | 927,357 | 859,967 |
| Homes changing practices resulting from home demonstration programs..... | 1,392,223 | 875,932 |
| Total number of families influenced by some phase of extension program..... | 4,205,430 | 2,624,289 |

Adjusting for the Immediate Need

The farm is both a business and a home. When the security of the business is threatened, the security of the home is likewise in danger. Farm people are interested in the prospect of a greater security in farm living - the kind of security that safeguards their homes and enriches the lives of their families. Farm women have done their part during hard times, and home demonstration assistance has come to them as an open sesame to living.

The long-time or regular home demonstration program went forward in 1934 according to the well-established projects; no change in objectives, but some shifting of emphasis to meet quickly the emergency conditions. All home demonstration programs are built around the needs and wants of farm families and especially of those with low incomes. Although more funds were available to some farm families in 1934, so many found it necessary to meet overdue obligations such as long-needed medical and dental care, much-needed repairs or replacement of automobile, necessary farm machinery, that the home program still must continue on a very small spending basis.

The live-at-home program is no longer considered an emergency one, but is a cross section of the entire home demonstration program. Such project phases as the following received renewed emphasis in 1934: Adequate family gardens; greater home production of meat, dairy products, and poultry; preservation of vegetables, fruits, and meats; renovation and remodeling of clothing; home-made equipment; utilization of materials on hand for rugmaking and other house furnishings; mattressmaking with surplus cotton; wise selection and economical buying of all supplemental household and family supplies. The economy of abundance was a fundamental principle, and it was generally conceded that the farm families who lived at home were better consumers of goods which need to be purchased.

Some farm homes have returned to the more primitive practices of making soap at home, baking all the bread, making corn and wheat hominy, cheese making, hand carding of wool for comforters and rugmaking, weaving and other home crafts, exchanging goods by barter. Pioneer measures are not taken by choice these days and are not looked upon as permanent. They have, however, met an immediate need in many farm homes, and extension agents have given helpful instruction and encouragement. New occasions teach new lessons, and some of the thrift practices might be wisely carried over into times of greater prosperity. The farm women of North Dakota learned by their own careful record keeping that they saved on an average of $9\frac{1}{2}$ cents per 2-pound loaf by baking bread at home.

In the 1934 National Agricultural Outlook Conference an "outlook for farm-family living" was developed. This report dealt with the probable cash income for family living; changes in prices for food, clothing, operating and building materials; home food production; and other economic changes affecting family living. This outlook-report material afforded interesting information for discussion groups of farm men and women. Montana made a careful adaptation of the family outlook report to different districts of the State.

What are the ways and means of increasing the income for the farm home? is a question often asked by farm women. Marketing graded and standardized garden, dairy, poultry, canned products, first-class baked goods, and other well-prepared foods through the farm women's curb markets has been a profitable enterprise for some years. These markets are organized and managed by the farm women themselves. Extension agents have been advisers in this business undertaking, and the success of 161 farm women's curb markets in 14 States in 1934 is most creditable. Perhaps the most outstanding report comes from North Carolina, where the total amount sold during the year on the 27 farm women's markets was \$484,565. In 1934 the Gadsden, Ala., curb market celebrated its eleventh anniversary with total sales for the 11 years amounting to \$838,450. Extension agents report that improvements in the home were made possible and that many children were kept in school because of the extra source of income. From necessity, most of the market income went for staple foods and clothing, but in many instances it helped toward the mortgage, insurance, dental, doctor, and hospital fees.

Farm women have learned good values, high quality, what standardization means, and a lot about business organization and cooperation and dealing

with the public. The success of these cooperative enterprises has been due to good business management, and to women's working together congenially - loyal in not encroaching upon each other's specialties, and honorable in living up to the stipulated rules regarding prices, weight, and quality of products. The women look forward to market days as a social advantage as well as one of financial gain. The market has been a means of developing a cooperative spirit between women on the farm and in the towns, and is endorsed by the civic and business interests of the urban centers. Instruction in standards of salability for foods and crafts for roadside market stands has been given attention, especially in the Eastern States. In New Hampshire each year a roadside operator's conference is conducted by the extension service.

Enrichment of the Program

Extension workers did not concern themselves wholly in 1934 with the idea of the farm family's living within the resources of the farm, as important as that is. Though the standard of living might temporarily be lowered for some, it does not necessarily follow that the standard of life should be lowered. Enrichment of the home demonstration program has received increased emphasis by bringing art into everyday life through good design and color in clothing, in simple and inexpensive house furnishings, in home arts and crafts, through attractiveness in farm-home furnishings, and beauty in the countryside. Appreciation of good music and pictures, selection of reading, exchange of books and magazines, suggested hobbies, pageantry and plays for the community, camps for women and for girls, organized play for home and community, all came in for increased attention.

The accomplishments in organized recreation at regular home demonstration meetings were significant in Missouri, where 858 clubs reported having a game and song leader who not only took charge of recreation at the club meetings, but also conducted recreation activities at 2,785 community meetings of men, women, and children, staged 550 amateur plays and organized 229 choruses or community "sings." Kansas, Minnesota, and Oregon conducted State contests or tournaments, and the best 1-act plays or choruses had the final try-out at some State event. Nebraska and Iowa have worked out special music-appreciation projects which have been popular. In Oregon 1,987 local leaders were given training at 17 recreation training institutes. California featured the fifteenth birthday anniversary of home demonstration work in six counties and all-day farm meetings or achievement events in 14 additional counties. The pageants and skits of these meetings were written by the farm women themselves.

Farm women's camps continue to be a popular feature of the home demonstration program throughout the country, with 1,687 camps reported and 54,479 women attending. The record attendance falls to Idaho, with 7,155 attendance in the 1934 camps. The camp programs were instructional, cultural, and inspirational. A number of States held State short courses or encampments at the State agricultural colleges. The twelfth annual Maryland Rural Women's Short Course was attended by 700 women, 47 of whom received certificates for 4 years' attendance.

Attention is being given to planning reading lists for the whole farm family and to ways and means of making such reading available. Utah extension agents have given special help in guiding the farm population in the selection of reading material. Systematic relationships between home demonstration groups and county and State libraries have been established in several States. Such plans have worked out especially well in Maine, Kentucky, Ohio, and California.

Keeping up high spirits has saved the day for many a farm family. Gatherings of various kinds sponsored by the extension service stimulated neighborliness. Farm women received a continuing education from home demonstration meetings. New friends made and new knowledge gained stimulated new incentives.

The Test of Emergency

Extension forces met quickly and effectively the test of emergency in the national relief programs, the surplus cattle-buying program in the drought areas, in rural-rehabilitation work, and in agricultural adjustment. The benefits of all reflected directly into the farm home.

The Emergency Relief Administration in each State employed emergency agents and social case workers in an educational program with relief families. State and county home demonstration workers cooperated most generously in an advisory capacity in planning adequate nutrition at minimum cost for rural relief families, in the home and community garden work, in the large canning program, and in the installation of hot school lunches. The Extension Service assumed responsibility for the necessary technical information, and in most States trained the emergency agents. In each of 13 States an extension nutrition specialist was lent during the season for food preservation to the State Emergency Relief Administration.

The canning, sewing, and mattress-making centers established throughout the country by the Relief Administration were supervised by local leaders, who were given special training and guidance by State and county home demonstration workers. In most cases the local leaders were women who had been volunteer project leaders in the home demonstration groups. The report of the canning centers in Arkansas for 1934 is most noteworthy. There were 1,379 community canning centers supervised by 1,023 women who had been home demonstration project leaders or demonstrators. Their work resulted in 11,115,817 cans of vegetables, fruits, and meats being canned in the centers. As toll, 2,383,125 cans were retained and distributed to needy families during the winter months. In Oklahoma, the Emergency Relief Administration made a grant of 10 pressure cookers to each of the 77 counties. These pressure cookers were circulated among families who had meat and vegetables to can, and who knew canning processes but were handicapped because of proper equipment. These pressure cookers are to remain in the counties as permanent equipment to be used in the homes and in the canning centers.

In several drought areas and where cattle suffered for lack of food and water, a cattle-buying program was set up by the Agricultural Adjustment Administration in cooperation with the Federal Emergency Relief Administration. Cattle purchased were shipped to greener pastures or canned for relief

use. The Relief Administration established the canning centers and furnished equipment. Relief labor was employed. Home demonstration workers again filled an emergency need and trained the supervisors of the canning centers in plant-management and canning methods. The meat-canning program in Texas was striking in volume and results. In the 21 meat-canning plants, 50,000,000 no. 2 containers of beef were canned. These plants, including the abattoirs, employed 20,000 relief workers over a period of 6 months. The extension service trained the supervisors of the canning plants and those who took care of the slaughtering, cutting, boning, and refrigeration.

The rural-rehabilitation program of the Federal Emergency Relief Administration got under way in 1934 in most of the States. Relief families wishing to become self-sustaining became certified rehabilitation clients. They were entitled to the assistance given by the home-rehabilitation workers. Many of the State, district, and county home-rehabilitation workers appointed had had extension service experience. The home demonstration forces held themselves responsible for technical information and the subject-matter training of the home-rehabilitation workers. They also have cooperated very closely in carrying out the home-rehabilitation program which features a live-at-home program, a more careful budgeting and expenditure of family income, health protective measures, child care, sanitation, improvement of home and personal appearances, and community recreation. Farm women in these rehabilitation homes, if they have never attended home demonstration meetings, are being encouraged to do so.

Farm Women Assume Leadership

The Extension Service can consider it a most commendable accomplishment that when emergencies arise, the local volunteer leaders who have been trained through home demonstration work can be recognized by being given responsibilities in the emergency activities. Utah reports that 87 percent of the local women appointed on county-relief committees or employed as relief-project or center supervisors were home demonstration project leaders.

There were 129,209 volunteer leaders in 1934 who assisted in conducting home demonstration work. The number of women who gave time and effort without financial remuneration to home demonstration activities and to 4-H club work with girls totaled 171,294. These leaders felt repaid because of the training and experience gained, the opportunity for association with extension workers, and the satisfaction that came in helping friends and neighbors.

Local leaders through the county councils and committees assisted extension agents in shaping the immediate and long-time county programs, in setting goals, and in planning fair exhibits, camps, and other county-wide interests. More systematic use is being made of local leaders in extension news writing and publicity. In Ohio 76 radio talks relating to home demonstration work were made in 1934, 16 of which were made by farm women. Trained local project leaders do creditable work in passing on to local groups processes, technics, and information. In 1,044 counties trained local leaders conducted 126,892 meetings with total attendance of 1,883,365, thereby extending the benefits of the service.

Progress in the Territories

One of the newest developments of interest during 1934 was the organization of home demonstration work in the Territory of Puerto Rico, July 1, 1934. An assistant director for home-economics extension work was appointed. Before the close of the year six trained native home demonstration agents had been appointed and had gone to their respective districts to make a survey of conditions and report on what should be the first approach in starting activities. It was decided that gardening and food preservation should come first, as the diet of the rural people in most sections was inadequate in variety. The Extension Service cooperated with the Puerto Rico Emergency Relief Administration, which supplied each agent with canning equipment. Better food preparation, improved housekeeping practices, sanitation measures, clothing construction, native handicrafts, and 4-H clubs with girls are projects in the planning.

Heavy demands upon the extension service in the Territory of Alaska cannot be wholly met in home demonstration work by the one Territorial home demonstration worker at the present time. The accomplishments in Alaska in the 4 years in which extension work has been organized in the Territory are noteworthy. In 1934 home demonstration work was conducted in 20 organized groups of women and in 4-H clubs with girls. Twelve hundred women received regularly the home demonstration news-letter and 10,334 home demonstration bulletins were distributed. The great distance between communities, with less travel and communication, enhances the appreciation of home demonstration work. Gardening, food preparation, canning, kitchen improvement, laundry methods, clothing construction, glovemaking of native-tanned hides, weaving and knitting, are some of the home demonstration projects in which the women and 4-H club girls are interested. Home demonstration work is organized with both the native Indians and whites.

Rapid progress has been made in the home demonstration program in the Territory of Hawaii since organization in 1928. The groups engaged in home demonstration activities are of various races: Hawaiian, Japanese, Portuguese, Filipino, Chinese, Chinese-Hawaiian, and haoles (whites). The same type of group organization, extension methods, and local leadership as on the mainland is in effective operation. There are a Territorial assistant director in charge of home-economics extension and seven home demonstration agents and assistants in the four counties. The agents reported 669 women enrolled in 47 groups, 1,040 4-H club girls in 68 clubs, and 199 young women in the junior home demonstration clubs. The following activities are progressing in a splendid way: Home gardens and orchards, poultry, foods and nutrition, child development, child-health clinics in cooperation with the health department, food preservation, home management and house furnishing, and home industries.

Negro Home Demonstration Work

Extension work with Negroes developed simultaneously with extension work with whites in the Southern States. Before the appointment of Negro extension workers in 1906, white agents guided Negroes in their farm demonstrations. Farm demonstration work and boys' and girls' club work with Negroes was progressing rapidly in all the Southern States by 1914. Before

that date Negro women were receiving instruction in improved methods in gardening, canning, poultry, and sewing, as given to the girls' clubs. In 1914 a more definite program with Negro women was organized. The Virginia report of home demonstration work with Negroes for 1934 was the twenty-third annual home demonstration report issued by that State.

Negro home demonstration workers numbering 141 were employed in December 1934, in 13 States. In all the totals given in this national report the results of Negro extension work are included. In 1934 extension agents reported 2,780 Negro groups organized for home demonstration work, with an enrollment of 53,717, and, in addition, an enrollment of 58,797 girls in Negro 4-H clubs.

The live-at-home program has always been emphasized in extension work with Negroes. In 1934 the home demonstration program emphasized the following activities: Gardens the year round where possible, more poultry, a cow on every farm, canning, soapmaking, rugmaking, mattressmaking (using cotton), inexpensive home repairs and home-made equipment, child care, and clothing construction. In some localities separate canning centers for Negroes were set up by the Emergency Relief Administration. In Arkansas 37 Negro centers reported 272,963 quarts of fruit, vegetables, and meats canned.

A long-established means of instruction used in extension work with Negroes has been the movable school. The movable-school idea originated at Tuskegee Institute, Ala., and was put into practice by Booker T. Washington. A large truck well equipped with demonstration devices travels into the more remote Negro sections. In Alabama in 1934 the movable-school staff consisted of one farm demonstration agent, one home demonstration agent, and a registered nurse. The home demonstration agent gave 360 demonstrations to 2,298 women and older girls in 16 counties in 55 transitory schools. Among the demonstrations were canning, vegetable cookery, care of milk in the home, making cold-water soap, using a fireless cooker, and rugmaking.

Project Results

Foods and nutrition

Proper food and nutrition practices are fundamental to health, efficiency, and successful living, and therefore the project of foods and nutrition has a most important place in the home demonstration program. In 1934 the number of adult result demonstrations reached 120,788, and 4-H club result demonstrations 246,569, in the food and nutrition project.

Food selection, preparation, and preservation are phases of the nutrition program which always need emphasizing. The relation of food to health was given major emphasis by pointing out the alliance of good growth and development with correct food and health habits, by presenting information concerning the causes of overweight and underweight, and by pointing out the fact that many adult ailments are the result of faulty food and health habits.

Building early with good nutrition counts most. Therefore, mothers of infants and preschool children welcome the information and guidance available

from the Extension Service. Meetings for young mothers in Maine were well attended. Two meetings are held in each community. At the first meeting, teeth and bone development, daily essentials in the diet and signs of a well-built and well-functioning body, feeding schedules for infants and growing children are presented; and at the second meeting, recommendations for establishing good food habits. In Maine, 12,366 mothers who were not reached by meetings received the Happy, Healthy Growing Children Letters.

Food production and food preservation were given increased attention in the live-at-home and emergency programs in 1934. The total estimate of value of products canned or preserved according to recommended methods of the Extension Service was \$18,681,000. Forty States have worked out canning budgets, which means that in a large number of homes canning was done by a systematic plan that meets in variety and amount the food needs during the winter months. In Virginia, 8,892 homes followed a canning budget.

Clothing the farm family

Clothing the family continues to be one of the homemaker's major problems. Assistance in construction processes, in selection, renovation, and care continues to be in great demand. Clothing-project leaders functioned effectively in making it possible for some phase of the project to be conducted in a large number of counties without home demonstration agents. The clothing project led in the enrollment of all home-economics extension projects in 1934, with 1,276 extension agents reporting 304,480 women enrolled in clothing construction and 2,063 agents reporting 330,972 members in 4-H clothing clubs.

The total estimated saving due to the clothing program in 1934 is \$2,132,849. At the "better-dress schools" in Connecticut 2 days' intensive instruction was given to help women to make smart and becoming garments at a marked saving. The average cost of the dresses made was a few cents under \$5. The majority of the dresses could not be purchased under \$10, and a goodly number of them would retail at \$15 to \$25. With the assistance of local leaders the remodeling of old hats has become far-reaching in New York. Home demonstration groups purchased hat blocks that were passed around the neighborhood, and the work of remodeling and cleaning hats continued throughout the year. One county estimated a saving of \$1,610 to farm women in hat renovation.

Economies in clothing hold first place. There is continued interest in making old clothing look up to date; remodeling and dry-cleaning methods were popular phases. Some farm families had a little more money to spend for clothing in 1934. Suggestions in better buying were made to familiarize the women with information on textile values, cut of garments, cleaning and laundering qualities, and standard sizes. Keeping clothing accounts has been encouraged with 4-H club girls. In Oklahoma 5,310 club girls kept clothing accounts. Standards in dress of farm people are commendably higher than they were 15 and 20 years ago. This is not due to excess expenditure for clothes, but to education in what is healthful, appropriate, and attractive in dress. Unquestionably this can be accredited to the influence of extension instruction. Increased confidence and assurance in personal appearance have come with the higher standard.

Home management

Alert to the agricultural economic situation throughout the country, home-economics extension workers gave increased emphasis to economics in extending information in budgeting funds; in keeping household accounts, and in making the food dollar and the clothing dollar go farthest through intelligent buying. Both the keeping of farm accounts and home accounts were given impetus by the agricultural-adjustment and rural-rehabilitation programs. Six hundred and eighty-two extension agents reported 20,035 families keeping home accounts according to a recommended plan. The personal account keeping by 4-H club girls proved a worth-while feature. Cooperators in keeping home accounts in the State of Washington list the benefits as follows: Detected leaks in spending; watched sales and purchased more advantageously; children spent money more carefully; enjoyed knowing where the money was spent; realized the full value of the living supplied by the farm; stimulated thrift through thinking and practices.

There was increased interest in consumers' education in selection and getting one's money's worth in foods, clothing, house furnishings, and equipment. Information concerning brands, labels, and advertisements is being assembled and presented. Better buying was reported by 34,908 families. A number of States held training meetings for local leaders at which information on consumers' interests was presented. Utah held a State meeting which was attended by all county home demonstration agents and 25 representative local leaders from all sections of the State. Some States featured household buying interests in radio programs and in skits and playlets at meetings and camps.

Among the demonstrations which had for their ultimate goal conservation of time and energy were those in labor-saving home equipment; kitchen improvement and rearrangement; installation of modern systems for water supply; sewage; lighting, heating, and refrigeration; improved laundry methods and housekeeping methods; and time schedules. The reports show that 52,198 families made or purchased labor-saving equipment, and 44,832 families improved kitchens according to recommendations. The "Planning your time" project, in which a large number of young homemakers in Massachusetts participated, included the following activities and interests: Time planning; household work schedule for all members of family; definite planning for rest and recreation; rearrangement of equipment for convenience; correct height of working surfaces; use of home-made cleaners; home-made equipment added; and improved storage space.

Home improvement, inside and out

The National Rural Housing Survey made by the Bureau of Home Economics and the Extension Service cooperating, a Civil Works Administration project in 1933, showed the potential need of improvement in rural housing. Some of the housing problems most frequently encountered were poor arrangement of rooms, houses too small for the size of the family, insufficient light, no storage space, insanitary floors and furnishings, and general unattractiveness.

Extension agents gave most helpful suggestions this past year for remodeling and for small improvements involving little expense, thereby making old homes more livable. Rural engineering specialists have assembled and made available excellent plans for building houses that are practical and appropriate for the particular locality. The Federal Housing Administration has been cooperating in furnishing housing information. In spite of the high cost of building, extension agents reported 1,978 farm dwellings constructed according to plans furnished and 5,987 remodeled.

The house-furnishing program went forward with marked progress. Women and girls appreciated information and suggestions for making the home restful and attractive. The enrollment in 4-H house-furnishing clubs was 86,207, and the number of families improving the selection of household furnishings was 117,354; 108,592 families repaired or refinished furniture. The refinishing of old furniture, harmonizing of colors, and proper arrangement of furniture improved the interiors of many homes. Such simple changes as dyeing of inexpensive drapery material for color effect, the addition of home-made rugs, and the proper placing of flowers were keynotes of beauty in many humble but lovely homes. Where more funds were available, more elaborate improvements were made. There has been a revival of home crafts, such as weaving, basketry, chair caning, and needlework, in connection with home improvement. In some instances these crafts have developed into home industries for profit.

"Making the living room homelike" was an interesting house-furnishing project in Colorado, where 6,000 women in 14 counties made 8,000 changes or improvements in living rooms. This work was conducted by local leaders who had been trained by a State specialist in four meetings featuring background of the living room; proper arrangement of furniture; upholstering furniture; refinishing furniture. Excellent reports came from Michigan and California. In Michigan, 5,828 homes made 64,536 improvements in house furnishings. In California, 7,449 homes adopted practices, 1,556 homes being reached for the first time.

The improvement of home grounds made steady progress as an extension activity; 64,648 homes followed recommendations in planting shrubbery and trees. The demonstrators usually follow a plan, and the improvements sometimes are under way for 3 or 4 years. The plans involve the cleaning up and painting of the entire premises, the making of open lawns, foundation plantings, the use of native shrubbery, planting of trees where needed and flower gardens in appropriate places, and improvements of walks and roadways. As a part of the home-gardening and perennial-plantings program in Florida, women and girls belonging to extension groups are expected to grow the county flower adopted by club members in the county. It is felt that the general interest which prevails in the growing of these flowers and in the county flower shows has had much to do with the fact that 1,326 women and 1,904 girls carried definite demonstrations in improving the home grounds during 1934.

Child development and parent education

There is a growing demand for extension assistance in the subject of child development. Most States featured some phases of child development in

correlation with the foods and nutrition, the clothing, and the home-management projects. It is reported by 395 county extension agents that 69,940 farm women participated in the parent-education program, and as a result the habits of children were improved in 51,532 families, and better and safer play equipment was provided in 15,637 homes.

Through the instruction came increased knowledge and understanding of the child, and as a result more systematic time and thought are given to its training. The discussion groups have been organized primarily for mothers whose children are of preschool age; however, the field of study varies from the infant through adolescent youth. Sometimes meetings are held in the evenings so that fathers as well as mothers can attend. Oregon conducted a radio series of 21 talks on child development and parent education in 1933-34.

Some of the subjects studied and discussed have been habit training, obedience and self-reliance, behavior problems, toys and play, training children in the use of money, books and reading, music and pictures, children and the movie, and prenatal care. The child-development aspects that were correlated with the clothing project were self-help clothes, health and hygiene in relation to clothing, and early training in care of clothes. Those aspects that meant for development in the nutrition project were how to get children to eat the right foods, regularity of meals, and table manners. The correlation in the home-management project was emphasized in play space in and outside the house, storage space for toys and children's clothing, allocation of labor within the home among all members of the family, family councils, and relation of fatigue to home atmosphere.

Under the guidance of a State specialist a complete program in child development and parent education was conducted in Iowa, reaching 6,331 different homes in 16 counties. The general phases of the Iowa program are listed as follows:

I. Growth and health:

1. Influence of heredity and environment.
2. Mother-baby care.
3. Learning through play.
4. The growing, glowing, and going child.
5. Training the appetite.

II. Habits and character:

1. Habits that build wholesome personality.
2. Obedience.
3. Behavior problems.
4. Children's use of money.
5. Sharing home duties and pleasures.

III. Interests and education:

1. Treasures in books for boys and girls.
2. Mother is family musician.
3. Growing up with pictures.
4. Understanding your child's ability.
5. Home and school cooperation.

Home health and sanitation

Results in most home demonstration projects tend to improved living conditions which promise better health. The health educational work in which extension agents engage deals only with preventive measures and positive health, and health teaching is correlated with the nutrition, clothing, home-management, and home-improvement projects. The Extension Service co-operated with State departments of health, especially in the preschool-child health clinics and in the distribution of publications on maternity and infancy.

Such sanitary measures as screening against flies, good ventilation, pure drinking water, sewage disposal, and adequate provisions for bathing were considered in all home-improvement programs. Spring clean-up campaigns and home and yard improvement contests held in some States resulted in improved sanitary conditions in a large number of farm homes and communities.

Health and food habits score cards have been helpful with adults as well as with 4-H club boys and girls in teaching positive health standards. In addition to proper living and food habits, emphasis has been placed on physical examinations, better care of teeth, sensible shoes, correct posture, proper rest and recreation. That the health and sanitation program was far-reaching is evinced by the following results in 1934: In 4-H club work 89,751 health projects were completed, and, in addition, 108,687 club members made improvements in health. At least 222,921 individuals adopted preventive measures to improve health; 41,483 sanitary outdoor closets were installed, and 58,177 families adopted control measures against flies, mosquitoes, and other insects.

High Lights

Organization

There were no changes in general organization in 1934, but several significant developments can be noted. As has always been the policy, the extension service cooperated with any existing community organizations that wished to conduct some phase of home demonstration work; but there was an increase in groups organized for carrying out a full year's home demonstration program, with a total enrollment of 927,357 women, an increase of 67,390 over 1933. These groups met in regular session at least once each month and were designated by various names--home demonstration clubs, homemakers' clubs, home-economics extension clubs.

Home demonstration groups have become very stable and effective in a large number of communities in this country, and in addition to the regular home-project program often sponsor community activities like community fairs, building club houses, beautifying public grounds, amateur dramatics, and hot school lunches. Special effort was made in 1934, with success, to increase the attendance at the regular home demonstration meetings, and especially to reach a larger number of younger women. In some instances separate groups of young mothers have been organized. In several States surveys were made of the age limits of the women enrolled in extension groups to guide the service in planning projects.

Most counties in which home demonstration work is conducted have some type of county organization--either a county home demonstration council or a county home demonstration committee. These are active functioning representative groups which meet with county extension agents and State extension workers to assist in planning county programs and interests, checking results, and taking back to the communities information and encouragement for extending the work.

Some 12 States or more have organized State home demonstration councils or federations. These State councils meet once a year, usually at the State agricultural colleges at the time of Farm and Home Week. They serve as general promotion organizations, and some sponsor college scholarships for 4-H club girls. The membership of the State council varies in its number of representatives from counties, but the business of a State council is usually conducted by one voting delegate from each county.

Methods

After any phase of home demonstration work has been introduced into the community program, three distinct steps are found necessary in the extension process: (1) The presentation or suggestion that attracts sufficient interest to result in individual action; (2) the application of the information or improved practice by those who have become interested and who demonstrate in their own homes; and (3) an organized effort to bring the successful demonstration to the attention of a larger number in order to encourage a wider adoption of the practice and to obtain public interest and approval. Methods of presentation vary in effectiveness under different conditions and it may take several avenues of appeal to get the desired response.

A demonstration conducted by a farm woman in her own home is considered the most effective means of getting extension information and improved methods actually put into practice. The simple 1-unit demonstration usually leads on to larger and more difficult ones. Closer supervision of the demonstrations by extension agents and local leaders was evinced by an increased number of home visits made during 1934. County home demonstration agents alone made 535,922 home visits.

In the presentation of information, effective visual-instruction devices are being used more extensively each year. Such illustrative material as actual equipment and furnishings, models, photographs, posters, charts, and diagrams is used with the lecture or method demonstration. Bulletins, pamphlets, newspaper articles, exhibits, lantern slides, film strips, motion pictures, plays, pageants, and radio are used to reenforce extension presentations and all play a part in inducing action.

Press articles, organized campaigns, county and State contests, achievement days, educational tours, popular community programs, exhibits, plays, radio programs, all have contributed toward bringing successful home demonstration work to the attention of a large number of people. In both press and radio publicity, 1934 can be considered a banner year in home demonstration work; 1,383 county home demonstration agents report 148,800 news articles published, and 301 agents report 1,909 radio talks made. In addition, a goodly number of radio talks were made by State leaders and home-economics specialists and the National Home Demonstration Hour was initiated in June 1934.

Summary

Home demonstration work has responded to the great variation of needs of farm and village homes operated by different types of people. It has been accepted in the long-established New England home, the permanent and tenant farm home of the Middle West, the plantation home and the Negro home of the South, the new settler's home and the cattle king's ranch of the West, the adobe hut of the Spanish-American in the Southwest, the homes of the Hawaiians and Japanese in the Territory of Hawaii, and the log cabin and the more modern home of the Alaskan pioneer.

Appreciation and understanding of home demonstration work by the public were evident in the cooperation given by financial agencies. Recognition of the economic value and efficiency of the work of home demonstration agents was shown by the fact that, in spite of the existing economic conditions in 1934, there was an 8 percent increase over 1933 in the number of home demonstration agents employed. In December 1934, there were employed 131 State home demonstration leaders, assistants, and district agents; 1,404 county home demonstration agents and assistants; 216 State home-economics specialists - a total of 1,751 full-time home economics extension workers. In addition, at least 632 county agricultural agents assisted in conducting home demonstration activities in 1934 in counties where there were no home demonstration agents. More assistance than ever before was given by the State agricultural specialists in the agricultural projects in which farm women are especially interested, such as poultry, gardening, the home dairy, home engineering, and landscape gardening. The rural sociology specialists made an invaluable contribution to the home demonstration program, especially in forum discussions and recreational activities.

A greater number of farm people received the benefits of home demonstration work in 1934 than in any previous year, with 43,196 organized groups devoting a full program to home-economics projects in which 927,357 women were enrolled, an increase of 67,390 over the enrollment for 1933. At least 1,392,223 homes changed practices resulting from home demonstration programs. Considering also the number of homes influenced by the 549,359 4-H club girls, and the large number of men and women reached through meetings, a conservative estimate can be made that at least four and a half million families were influenced by some phase of the extension program.

The most severe test of any educational agency or organization is its ability to meet unexpected conditions. Extension work on many occasions in the past has demonstrated its ability to do this. Basing the home demonstration program in the community and county on the immediate needs was the keynote in program making. The program met quickly and effectively the test of emergency by shifting emphasis to take care of urgent needs of farm families on relief and in the drought areas. Alert to the agricultural economic situation, increased emphasis was placed upon the live-at-home program, upon budgeting funds, keeping household accounts, and wise buying. Perhaps in no year other than those of the World War have home demonstration workers proved themselves so indispensable. Their cooperation with emergency relief, rural rehabilitation, the meat-canning program in drought areas, and the agricultural-adjustment program has received most admirable commendation. Long-time features of the home demonstration program have gone forward in the regular

projects. Special attention has been given to reaching more of the younger women, including young mothers. Enrichment of the program has received increased emphasis by the introduction or continuation of interests that brought culture, beauty, and recreation into the lives of farm people.

The large volume of results as given in the review of major projects, and the high quality of work maintained throughout the year, can be attributed to the close supervision given by State leaders and specialists. Projects were strengthened and closer check was kept on demonstrations in the homes by county extension agents with the assistance of local leaders. There were 129,209 volunteer leaders in 1934 who assisted in conducting home demonstration work. In addition, 42,085 adult leaders assisted in 4-H club work. More effective visual-instruction devices were developed and used by extension workers than ever before. In both press and radio publicity, 1934 can be considered a banner year.

Home demonstration activities play an important part in the maintenance of farm-family morale, especially in the attitudes of farm women. This is something that cannot be measured in terms of increased family income or in terms of extension effort. It is rather something of the spirit. Farm women deserve the highest praise for their patience, resourcefulness, and cheerfulness under great difficulties. The farmer, beset with the problems of agricultural adjustment, drought, tax delinquency, etc., has found his courage and his faith sustained by the abiding determination of the farm wife that the home should not be surrendered. Farm women have often remarked that the home visits of the home demonstration agent and the meetings of the home demonstration club help to maintain high spirit.

A desirable standard of living in material satisfaction means a comfortable home, an adequate amount of wholesome food, and suitable clothing for the family. In nonmaterial values it means education, recreation, music, books, magazines, travel, charity, and church. It is contended by some that education is far more important than increases in money wages in raising the standard of life; that the material standard of life can never rise above the psychic standard. The activities of the Extension Service are based on the belief that the desire for higher standards and the earning of funds for their realization are dependent upon each other and that they must go hand in hand. The means to both these ends is education in its broadest sense and is therefore an important function of the Extension Service.

